

Table of Contents

Lessons Learned	2
Outreach Methods	3
<i>Kick Off Meeting</i>	3
<i>Community Planning Charrette</i>	8
<i>Community Open House</i>	12

Introduction: Developing a Public Engagement Strategy

A significant feature of CMAP's Local Technical Assistance (LTA) program is the commitment to broad-based public involvement. The local planning projects that result from the program's competitive application process are each strengthened by the engagement of residents, business owners, and other community members from each study area. In particular, the LTA program focuses on both reaching and involving those groups and populations that are traditionally underrepresented in planning processes, including low-income persons, minorities, non-English speaking persons, and persons with disabilities.

CMAP believes it is essential to formulate an approach to public engagement that is tailored to each community. This way, both CMAP and project partners can set outreach goals for the project, and keep track of the effectiveness of various strategies to determine what is replicable for future public engagement. For this project, the Bronzeville Alliance, a group of Bronzeville residents and organizations committed to the economic, social, and cultural redevelopment of the historic Bronzeville community¹, served as the main outreach partner. The Alliance's past work in the community made their institutional knowledge vital to the project's outreach strategy.

The outreach strategy for the Bronzeville Retail District Land Use Plan focused on continued engagement of participants from Strategic Retail Development planning process convened by the Metropolitan Planning Council (MPC) at the request of the Bronzeville Alliance. The project study area encompassed three retail corridors, 43rd, 47th, 51st Streets, between Dan Ryan and Lake Michigan. In an effort to target users of the identified corridors, a canvassing outreach approach was employed targeting local businesses and foot traffic along the corridors. CMAP also utilized contacts and mailing lists from the strategic planning process as well as digital newsletters of local member organizations. By coupling community canvassing with an email campaign, CMAP and project partners were able to inform a large portion of the community about the Bronzeville Retail Corridor Land Use planning process.

¹ www.bronzevillealliance.org



Lessons Learned

In 2012, the Bronzeville community completed a year-long strategic planning process with the Metropolitan Planning Council which resulted in a report titled *“Developing Vibrant Retail in Bronzeville.”*² One of the primary recommendations of this report was to create a land use plan for the three neighborhood commercial corridors. When CMAP came in to lead the development of the land use plan for the retail corridors, it was anticipated that the community would be eager to continue the process and actively participate in the implementation of the strategic plan. However, what was discovered was that many in the community suffered from planning fatigue and lack of understanding of how the previous planning process differed from the land use planning process. It also became clear that the priority for many in the community was financial resource development, new business cultivation, and organizational capacity building as opposed to land use planning.

While turnout for the meetings was favorable, participants were eager to know when and what type of new development would be coming to Bronzeville, what resources were available for existing community organizations to further their work and how new development would affect the residential climate in the neighborhood. It became apparent that it might have been beneficial to combine the promotion of the strategic plan with the meetings held for this project so that residents could better understand the relationship between the strategic plan and the land use plan.

To engage local residents about the project, outreach staff went out to the corridors and engaged residents about upcoming meetings and opportunities to participate. This became a great opportunity to verify and assess the existing conditions of relevant corridors and project sites. Aside from the visual confirmation, there were numerous opportunities to talk with community stakeholders to confirm the conditions and history of the neighborhood and community assets.

Another lesson learned was the importance of continuous communication with the Aldermen of the 3rd and 4th wards throughout the planning process. Prior to the beginning of the of this project, staff from the City of Chicago Department of Housing and Economic Development (DHED), CMAP, MPC, and members of the project steering committee met with both Aldermen. Initially, there were questions about limited resources and the ability to implement plan recommendations. However, through continuous dialogue and the incorporation of Aldermanic representation on the project steering committee, project recommendations have been largely agreed upon.

² Metropolitan Planning Council, *Developing the Vibrant Retail in Bronzeville*, 2012 Recommendation Report, http://www.metroplanning.org/uploads/cms/documents/mpc_developing_vibrant_retail_bronzeville_web.pdf



Lastly, lessons in dealing with varying level of organizational capacity were learned. The Bronzeville Alliance asked their newly hired Economic Development Coordinator to assist on the land use planning process, in addition to other community initiatives. This was extremely helpful in completing many tasks associated with the plan. However, in order to effectively implement plan recommendations, the Bronzeville Alliance should leverage their members' capacity and planning knowledge to lead the implementation of this land use plan.

Outreach Methods

Prior to holding public meetings, outreach staff utilized the project webpage on CMAP's website, digital fliers to Bronzeville Alliance member agencies' e-newsletters, and print fliers displayed in community organization offices, local businesses and institutions and public spaces to inform the community of the planning process and opportunities for community input.

There were two primary means of communication:

Print and digital fliers. Approximately 650 print fliers were distributed and/or displayed in the Bronzeville community throughout the project. Numerous stakeholders were reached via digital communications through the Bronzeville Alliance member organizations.

CMAP/Bronzeville webpage. CMAP staff created a project webpage (www.cmap.illinois.gov/bronzeville) to keep the community up-to-date on all planning and events associated with the Bronzeville Retail Land Use Corridor Plan. Moving forward this page will serve as a home for the plan and project documents.

Kick Off Meeting

The kick off meeting for the Bronzeville Retail Land Use Plan was held on Saturday, May 21, 2012, from 9:00 a.m. to 11:30 a.m. at the Chicago Housing Authority Charles A. Hayes Family Investment Center and was sponsored by Applegate & Thorne-Thomsen, a law firm that actively works in the Bronzeville real estate market. A total of 48 participants attended. The goal of the visioning workshop was to give community members an opportunity to provide input on the planning process and to help develop the project's vision statement and goals.

The meeting began with an update on completed, ongoing, and future retail initiatives spurred by the Bronzeville Alliance, Aldermanic offices, MPC, and the City of Chicago. Attendees heard remarks and ongoing project updates from:

- Leana Flowers, Bronzeville Retail Initiative Chair
- Heather Parish, Bronzeville Retail Task Force Chair
- Alderman Pat Dowell, 3rd Ward
- Charis Triplett, Chief of Staff, 4th Ward



- Joanna Trotter, Metropolitan Planning Council
- James Wilson, City of Chicago Department of Housing and Economic Development

After introductions, CMAP presented the project goals, timeline, the public meeting schedule, and a draft vision statement. Participants spent the next 45-minutes in breakout sessions where they were provided with aerial, zoning, and land use maps, along with detailed descriptions of all the existing land uses in the corridors. Participants were asked to share their thoughts about the corridors, their likes and dislikes, needs, and desires.

To facilitate the discussion, participants were asked to address the following questions pertaining to the 43rd, 47th, and 51st street commercial corridors:

1. What are the issues, challenges, and opportunities in these corridors?
2. What do you like/don't you like about (in) the corridors? Where are they located
3. Where would you put specific things? (i.e. entertainment or institutional uses)

Questions were meant to assist in identifying development challenges and opportunities in the commercial corridors as well as the community in general.

The following reflects the breakout session report back.

43rd St. Corridor

1. What are the issues, challenges, and opportunities?
 - a. Does not have density needed to support pedestrian-friendly retail
 - b. Too much vacant land
 - c. Excessive loitering around the Green Line stop and also at Cottage Grove)
 - d. Real and perceived crime
 - e. Missing key stakeholders (no destinations)
 - f. 3 vacant lots near MLK Center (43rd and Cottage Grove)
 - g. Park and Ride- none currently exists in the area
 - h. Look at TIF and other investment financing
 - i. Need to preserve businesses around Indiana and 43rd
 - i. Preserve landmarks
2. What do you like/don't you like about this corridor?
 - a. Need more B & C zoning class for office space
 - b. Clean up 44th street & Prairie as well as 44th street & Indiana
 - c. Poorly maintained L station
 - d. Need more technical assistance to business owners and perspective owners
 - e. Need to use existing mixed-use buildings
 - f. Like: quick train ride to downtown
3. Where would you put specific things? (entertainment/institutional venues)
 - a. More food venues around parks, youth sport areas



- b. Cluster:
 - i. Restaurants around Bistro
 - ii. Entertainment around the L stop (i.e. Forum)
 - iii. City owned lots near the Green Line L stop
 - iv. Build up around the Bronzeville Coffee House
- c. More parking
 - i. Retailers can co-own and be responsible for maintaining the parking lots

47th St. Corridor

1. What are the issues, challenges, and opportunities?
 - a. Too much loitering by the L stop (need to beautify station, surrounding area)
 - b. A lot of vacant areas (State to King)
 - c. Availability of parking
 - d. Need a place for youth/teens to hang out (e.g. Youth Center, Centers for New Horizons)
 - e. Need a place for youth/teens to hang out
 - f. No office space (need more building with 2nd and 3rd floors with retail on bottom)
 - g. No connection of park spaces
 - h. Need to fix the “crime perception” the area has
 - i. Create more business ownership opportunities, maintain existing businesses
 - j. Uncertainty about the Rosenwald building west and Bally’s Total Fitness east
 - k. Between King Drive and Dan Ryan: businesses have not evolved. They need to work together, and be educated about city ordinances and zoning policies
 - l. Highlight cultural retail on built environment
2. What do you like/don’t you like about this corridor?
 - a. Look and feel : need to beautify 47th CTA L-stop
 - b. Need children-oriented spaces
 - c. More 1st- floor retail
 - d. Create child care with retail nearby (similar to “Pump it Up” and “Gymboree”)
 - e. Good: Vibrant corridor (MLK to Michigan), Harold Washington Center anchors area, Black Pearl, Sutherland Building
3. Where would you put specific things? (entertainment/institutional venues)
 - a. 47th and Cottage Grove good for institutional or entertainment
 - b. 46th and Cottage Grove (small retail space)
 - c. mixed-use buildings, nonsubsidized rental options along the corridor
 - d. need more neighborhood service businesses
 - i. florist, drycleaner, hardware store, computer services, mail services, bike shop

51st St. Corridor

1. What are the issues, challenges, and opportunities?
 - a. Issues:



- i. Businesses don't clean sidewalks outside their stores
 - ii. Loitering by the L stop
 - iii. More marketing is needed
 - iv. Improve public safety
 - v. Pay attention to corner stores. There are too many of them and they don't care so much about the community (they encourage loitering)
 - vi. Corridor is in transition because of what is happening to the housing market
- b. Challenges:
 - i. Brownfields 51st and Michigan
 - ii. The look and feel of 51st street is not consistent
 - iii. Need to lure artists
 - iv. Preserve building on 43rd and King Drive (dead end)
 - v. Proliferation of daycare placed near train station (just like 43rd street)
 - vi. Need home accessories
 - 1. Home goods store: 20,000 sq. ft. on State
- c. Opportunities:
 - i. Dense residential potential
 - ii. More programs in Washington Park
 - iii. 51st Street Business Association- to support local businesses
 - iv. Vacant lot at 51st and Michigan- Development opportunity
 - v. Infill development (TOD opportunities)
 - vi. It is the shortest of the three corridors but is a lot more ripe for development
 - vii. Placemaking (SSA extension will make the area better area)
- 2. What do you like/don't you like about this corridor?
 - a. Likes:
 - i. Solid built environment: educate owners re: building access and architecture
 - ii. Accessible by public transit
 - iii. Street width allows for development and streetscape
 - iv. Great restoration of White Terra Cotta building (next to the L stop)
 - b. Dislikes:
 - i. Not enough retail variety (lack of diversity)
 - ii. No streetscape
 - iii. Parking and transportation needs improvements in conjunction with vacant lots
 - iv. Need to turn current loitering into positive loitering
- 3. Where would you put specific things? (entertainment/institutional venues)
 - a. 51st and King needs more commercial activity
 - b. Food trucks, pop up businesses
 - c. Light Industrial manufacturing represented in the corridor. Need more



- d. Cultural and entertainment around 51st
 - i. Must be near the EL
- e. Redefine Blues District
- f. Create destination nodes

All of the issues and concerns discussed at the visioning workshop were recorded into a [community visioning report](#), which helped to guide the development of the Bronzeville Retail District Land Use Plan. The visioning report was reviewed and approved by the steering committee on June 5th. The committee discussed all the ideas raised at the visioning session and grouped them into land use and non-land use suggestions. They also recommended that community residents be allowed to prioritize the issues by voting on the top issues during the community planning charrette.

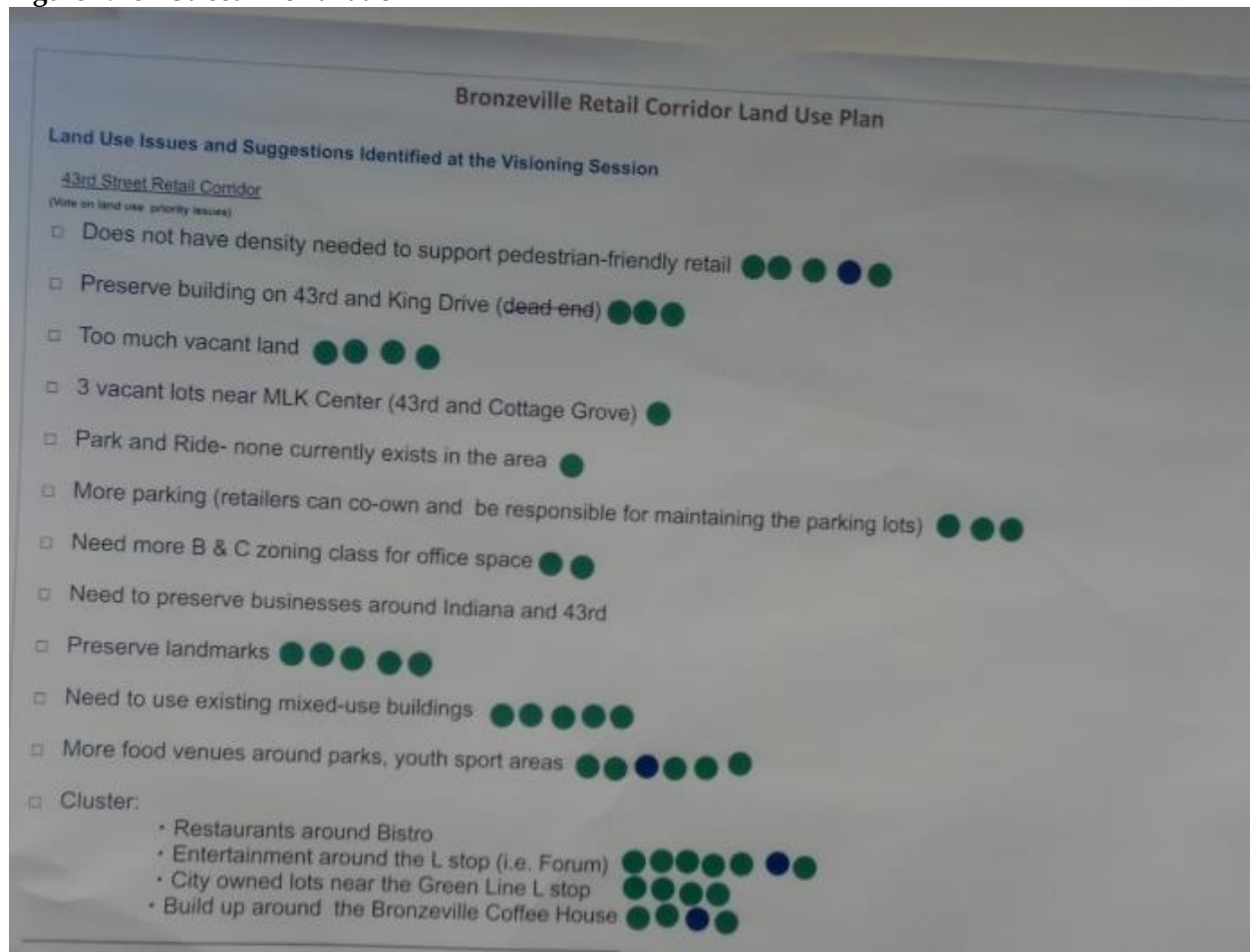


Community Planning Charrette

A community planning charrette was held on Saturday, June 16, 2012, at Illinois Institute of Technology (IIT) from 9 a.m. 11 a.m. In total 47 participants attended this workshop. The goal of the charrette was to identify and further prioritize land uses along the three corridors.

To accomplish the charrette goal, attendees were broken up into three groups and asked to prioritize the issues and challenges identified during the May community visioning workshop. Figures 1-3 below show how the community prioritized the issues.

Figure 1. 43rd Street Prioritization



Bronzeville Retail Corridor Land Use Plan

Land Use Issues and Suggestions Identified at the Visioning Session

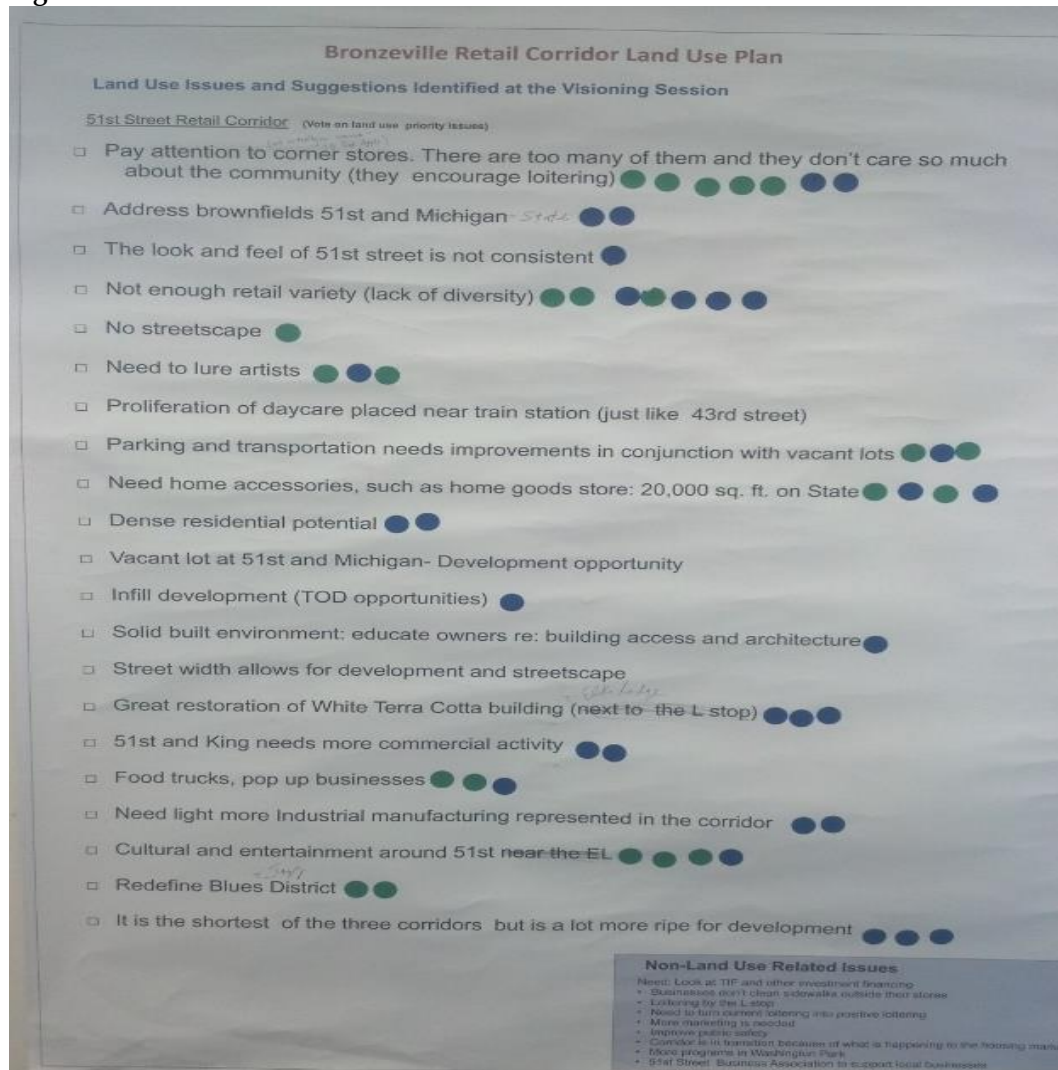
47th Street Retail Corridor (Note on land use - priority issues)

- ☐ A lot of vacant areas (State to King)
- ☐ Lack of available parking
- ☐ Need a place for youth/teens to hang out, e.g. Youth Center (Center for New Horizons)
- ☐ Office space (need more building with 2nd and 3rd floors with retail on bottom)
- ☐ Connect park spaces
- ☐ Current uncertainty about the Rosenwald building west and Bally's Total Fitness east
- ☐ Highlight cultural retail on built environment
- ☐ Need children-oriented spaces
- ☐ Create child entertainment and play area similar to "Pump it Up" and "Gymboree"
- ☐ More 1st- floor retail
- ☐ Good: Vibrant corridor (MLK to Michigan), Harold Washington Center anchors area, Black Pearl, Sutherland Building
- ☐ 47th and Cottage Grove good for institutional or entertainment
- ☐ 46th and Cottage Grove (small retail space)
- ☐ Mixed-use buildings, nonsubsidized rental options along the corridor
- ☐ Need more neighborhood service businesses, such as florists, drycleaners, hardware store, computer services, mail services, a bike shop

Non-Land Use Related Issues

- Between King Drive and Dan Ryan businesses have not evolved. They need to work together and be educated about city ordinances and zoning policies.
- Too much tolling by the L stop (need to beautify station, surrounding area).
- Need to beautify 47th CTA L stop.
- Need to fix the "prime perception" the area has.
- Create more business ownership opportunities, maintain existing businesses.

Figure 3. 51st Street Prioritization



In addition to the prioritization activity, there was a mapping activity. Each group was given a set of maps and asked to propose specific types of land uses that they would like to see in each of the three corridors.

The images below show the desired uses in the corridors as identified by charrette participants. Each map highlighted the existing land use on the bottom portion, while the top portion showed community vision for the land. Each group was given colored squares for use on their map.

- Blue: community amenities (i.e. parks, plazas and trails)
- Orange: multi-family and mixed-use residential
- Red: commercial amenities
- Yellow: single family attached residential



Figure 4. 43rd Street Vision



Figure 5. 47th Street Vision



Bronzeville Retail Corridor Land Use Plan
51st Street

Handwritten notes:
- "Handwritten" in purple ink at the top center.
- "Handwritten" in purple ink at the top right.
- "Handwritten" in purple ink at the bottom right.


Zoning

Legend:

- School
- Library
- Business
- Commercial
- Green Line
- Red Line
- DK
- DC

Scale: 0 0.25 0.5

The Community Open House was originally scheduled for Saturday, October 20, 2012, at IIT. At the request of the project steering committee to layer community meetings with other retail initiatives, the final event for the land use plan was held in conjunction with the Bronzeville Retail Initiative community meeting on Saturday, July 13, 2013. It was the thought of the committee that a layered meeting would garner more community interest and attendance.



Chicago Metropolitan
Agency for Planning

Page 12 of 12

Report Template